



radiantbrands

# THE L.A. FASHION DISTRICT

— Developing a brand for the future —→

April 7, 2017

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Marketing & PR Manager  
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Dear Ariana and Rena:

Enclosed is our new proposal responding to your new RFP focusing on a branding initiative for the LA Fashion District. The proposal focuses on how we can build an impactful, unified brand that creates an attractive perception of the Fashion District for all constituents, from property owners and developers to commercial and residential tenants, employees and shoppers. The goal of this work is to reach out to a wide range of LA audiences to portray this dynamic and unique area of the downtown.

Key to the success of the branding effort will be defining what each group or constituency is looking for in the Fashion District and the other districts in Downtown Los Angeles, whether it's unique or discounted fashions, wholesale opportunities, creative live/work environments, development opportunities, restaurants or exciting retail options for shoppers and retailers alike. The refreshed brand positioning, message and visuals must paint a picture that speaks to everyone.

Our proposal includes research and interviews that will provide a broader understanding of the trends that can help us respond with a brand and strategies to position the LA Fashion District as a valued destination in the Downtown region.

Please feel free to contact me with any questions you may have. We are very excited about this opportunity and the possibility of shaping the future of this organization moving forward.

Sincerely,

A handwritten signature in black ink, reading "Steven Donaldson". The signature is fluid and cursive, with the first name "Steven" being larger and more prominent than the last name "Donaldson".

Steven Donaldson  
*RadiantBrands President*

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# Introduction

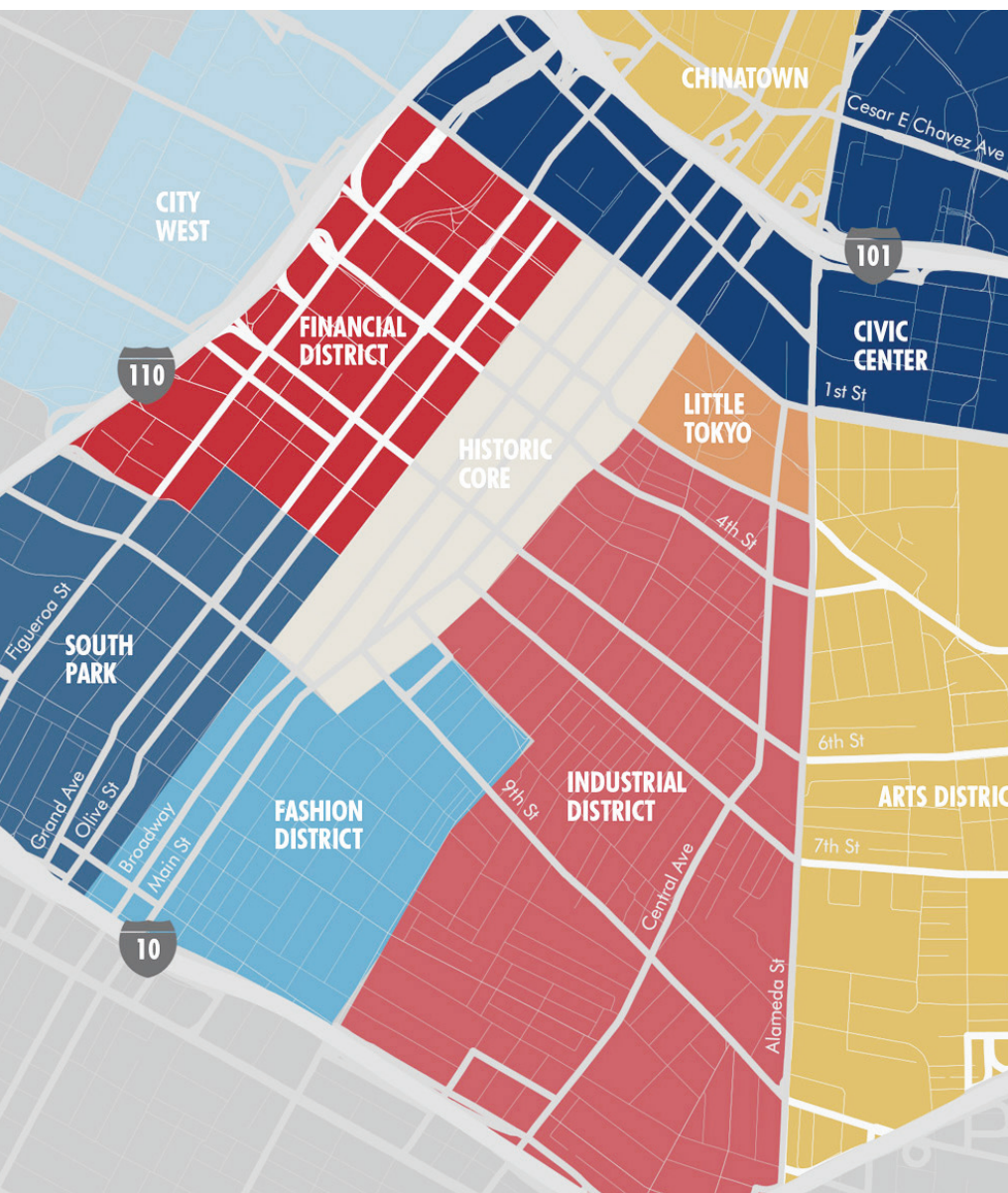
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To create memorable and powerful messaging for the Fashion District brand we need to identify the value and benefits delivered by district to each audience. At the same time we must understand what will resonate with those audiences. This will enable us to shape and define a refreshed brand including an active set of messages and enhanced visual presence to best reach all stakeholder groups.

Our goal at the outset of this project would be to have a clearly articulated brand platform that resonates with all the stakeholders in multiple ways that are meaningful to each group. Stakeholders will develop a clear and lasting impression of the District's value to them.

In addition, we will provide guidelines, and ideas for implementing the brand story in phases through various means, from traditional print and electronic media to online channels including social media and through an ongoing event program.





# Downtown LA and the LA Fashion District: Poised for Growth

There is a new appreciation of vibrant, active urban areas among shoppers, residents and employers. The whole of Downtown Los Angeles is quickly transforming into a lively urban environment, with new residential and commercial buildings as well as reworking of existing buildings.

From Chinatown in the north to the LA Fashion District and the Arts District in the south, the downtown districts have a unique sense of place and a vibrancy that attracts people from the wider LA region.

**With 54,000 people now living in Downtown L.A. the dynamics of visitors, retail and activities are rapidly changing and the brand of the district needs to respond to these changes.**

The LA Fashion District is beginning to see the effects of this trend, and is well-positioned to attract new residents, shoppers, artisans, creatives and companies with its varied street scenes, layers of retail, and interesting buildings offering live/work and other new use opportunities.

Representing some of the creative thinking about the new life of the District, the new City Market South development is moving along with the opening of Rossoblu in May and then The Slanted Door in the fall of 2017. The draw of this new development will spill over into the surrounding Fashion District streets and expose new visitors to the current attractions and the potential of the area.

# The L.A. Fashion District

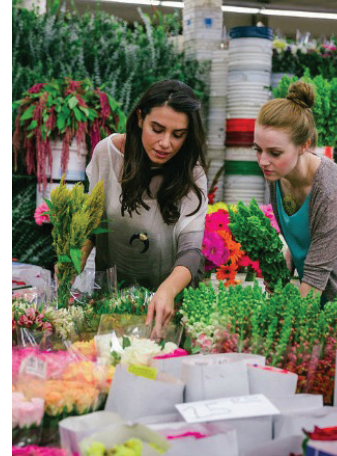
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Established early in the 20th century, The Los Angeles garment industry grew rapidly just outside the bustling and growing downtown of L.A. in the 1920s and 1930s. In the 1950s, this wholesale and manufacturing area became a center for sportswear and women's clothing, partly with the contributions of Jewish entrepreneurs who had moved to the area from New York City; it is still a hub of fashion design and sales today.

The garment district's evolution includes retailing in addition to manufacturing and wholesale sales, which began in the Santee Alley, a more public-facing aspect of the district. The alley acts as the unique back door of manufacturing and wholesale businesses who would open retail outlets out their back doors for one or two days a week. These retail operations grew into full-time businesses along four blocks and transformed the alley into a bazaar.

In addition the area also includes the largest wholesale flower market in the West Coast of the United States, as well as wholesale markets centered around the San Pedro Wholesale Mart, other industrial and wholesale uses as well as home goods, furnishings and clothing manufacturing clustered to the south bordering the I-10 freeway.



This complex, busy 100 square block area includes some of the most dynamic uses in LA in a concentrated area with many stakeholders and visitors, from workers to designers to shoppers and small local vendors. The key is to weave together a story that encompasses them all.

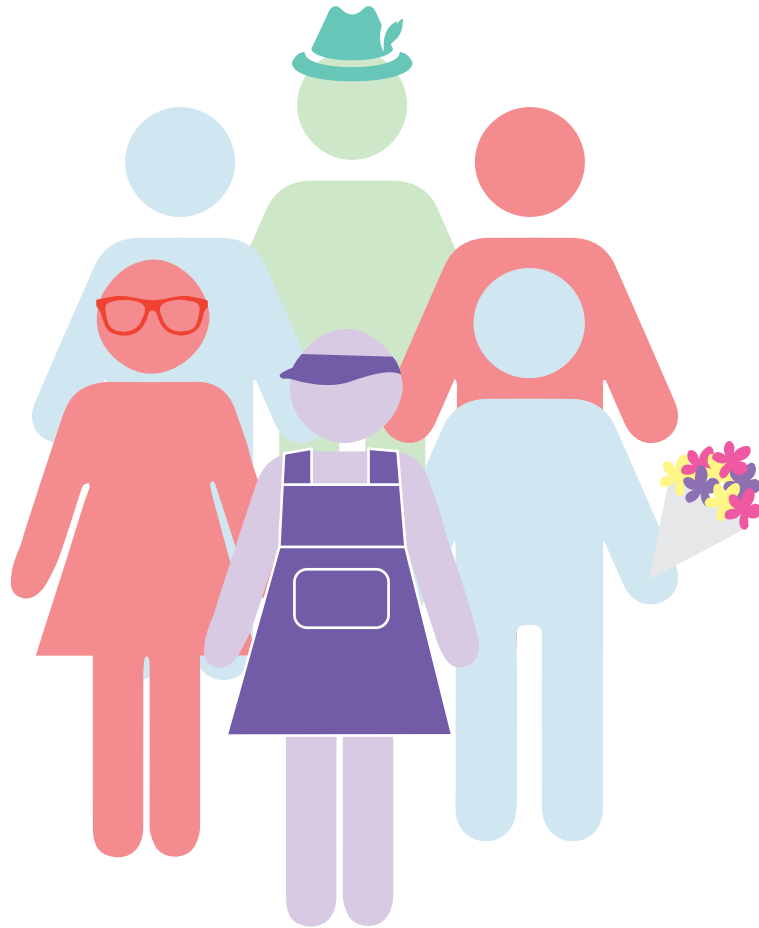
## **A Range of Industry Stakeholders in LA Fashion District –**

This mix of industry and commerce attracts a wide range of people who work, visit and shop in the district. Radiant will help further understand and develop messages that speak to these groups.

## **Targeting and Recognizing Businesses, Residents, Visitors and Shoppers –**

Today this area is part of a thriving downtown LA and beginning to draw a wide range of visitors and shoppers, including many age groups, ethnicities and income and education levels. The area is also increasingly attractive to companies, retailers and developers seeking a space or other opportunities. How do we best communicate a broader message to these groups?

## The L.A. Fashion District



### Businesses, Tenants, Residents, Visitors and Shoppers

**Current visitors** – Current visitors and shoppers range from those looking for high fashion to those looking for deals or wholesale purchases. Are there other groups we can attract? Who would they be? Can we identify this potential?

**LA residents who have not gone to the Fashion District** – “Hipsters”, millennials and others looking for lively shopping and creative experiences in an urban environment. The Fashion District experience needs to be brought to their attention.

**Creatives and Entrepreneurs** – Those involved in creative professions—advertising, film, design—and those who are working on startups seek out stimulating, rich, urban experiences that fuel innovation.

**Potential Business Tenants** – Retailers, professionals, creative/tech companies and others seeking offices and manufacturing space in a vibrant urban environment.

**Current Workers and Retailers** – A vibrant mix of small ethnic retailers and food purveyors generates an ever dynamic mix of what to see, shop for and buy. Now, with new food entrepreneurs coming into the district this dynamic is changing even more.

**Wholesale Businesses** – Reflecting a specific attraction of destination buyers from throughout the L.A. region this group draws other small business people to the district creating an active and busy nodes.

**New Residents** – With warehouse conversions and new construction throughout downtown, the night life of the area, the commercial and retail needs will be changing.

**The Fashion Industry** – Even with the evolution of the the fashion industry and loss of manufacturing, the district still has fashion and creativity at its core and can use this unique value to promote both its history and future.



# Our Work Plan

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We believe that the brand personality, image and approach should authentically reflect the values, history and attractions and features of the district and its evolving role in the renaissance of downtown LA. Focused research, surveys and interviews with stakeholders will kick off the branding effort to ground it in what's going on with the market

Here's our recommended approach to developing the brand and rolling it out over time:



## **Week 1-3 — RESEARCH**

Market research and review of organizational history and review and update of AECON study. Review of current media, downtown LA plans, growth and changes in the market. Radiant will perform a SWOT analysis based on research and use that as a basis for brand strategy.



## **Week 3-6 — INTERVIEWS**

Site visits; interviews with individual stakeholders, property owners, board members, local businesses and key representatives of the fashion design industry, manufacturing and flower market and other key stakeholders as well as residents.



## **Week 7-8 — SURVEY**

Perceptions survey implemented through the Fashion District to review and evaluate opinions, perceptions and develop potential key measures of potential messaging and value in the district.



## **Week 9-12 — ANALYSIS & STRATEGY**

Develop a strategic messaging platform to unify the brand and build a platform for future communications and campaigns focusing on key assets, history and potential of the area from research interviews and surveys



## **Week 13-15 — CREATIVE PLATFORM AND THEMES**

Develop a core creative platform and theme that provides a messaging platform that will tie the district's value to the brand. The brand platform will be used to create a positive image of the District in every communication and promotion, in events and by individual stakeholders to identify the value and reason to visit, shop or do business in the LA Fashion District. Radiant will also develop a brand guide that outlines messaging.



## **Website Recommendations (Concepts only)**

Recommended changes and messages for the website to communicate this new brand platform and marketing to attract individuals to the area.



## **Short Video Recommendations (not included in this proposal)**

Recommended, but not included within this proposal, a short video, 3- 4 minutes, that weaves together these core brand messages and ties into the website and social media of the LA Fashion District.



## **FINAL BRAND / ROLLOUT STRATEGY DOCUMENT & MEDIA RECOMMENDATIONS**

Strategy document covering marketing strategies and tactics for the district's staff to follow over time to bring the brand to the public. Recommended media and social media approach for future events and marketing.

## Discovery & Strategy Recommendations

The project process will start with a discovery and recommendation phase. RadiantBrands will identify key points that will inform the development of a brand and messaging platform to guide the subsequent creative work to develop brand changes, website changes, advertising and marketing communications.

**Research and review of information** – Receive information and discuss desired branding goals, unique value of the communities and their offerings. The LA Fashion District will provide available background information on the communities and any surveys, research and other data that can shed light on key issues, needs and concerns.

**Review current branding and messaging** – Radiant will learn how the current brand is used in marketing, forms of the visual identity, positioning and message points.

**Research of the area and market** – Research from AECOM study, local reports and City of Los Angeles and local media perceptions of the area and its future.

**Interviews with staff and board** – Key interviews and meetings with staff and board to gain a broader view of the opportunities and issues for attracting visitors, residents and businesses.

**Interviews with the community and stakeholders** – To develop our messaging we will interview a cross section of board members and stakeholders. Intercept interviews with visitors, workers.

**Develop profiles of potential and future visitors** – Our intention is to define 3 to 4 target market segments aggregated around specific lifestyle segments and create a mix of messages that would attract these individuals to the district and identify the value for them.

**Analysis and Strategy Recommendations** – Review of interviews and research to define strategy, positioning and messaging. Based on this information, Radiant will produce a Brand Strategy Brief, defining key value, brand personality, positioning, core brand attributes and messaging. The approved Brand Strategy Brief will define the visual and verbal branding and creative work. Client will review and approve as a basis for creative work.

### Discovery Phase Deliverables

Radiant will work with the LA Fashion District to determine the extent and depth of interviews and surveys to develop the brand.

\* Questionnaire and survey design.

- Competitor research: online and from information provided by client.
- Internal staff/board interviews: 10-12 interviews.
- Stakeholder Interviews: 16-20 interviews
- Identification of issues and concerns, and review of other BIDs in the LA and Downtown area.
- Develop profiles for visitors, shoppers, other audiences and why they would come.
- Presentation of relevant research findings and brand strategy recommendations.

## Development of Creative Brand Platform

**Explorations** – Radiant will develop several initial alternatives for expressing the brand in communications, the website and advertising, based on approved strategy recommendations to express personality, tone and other desired attributes of the project as well as design may be part of this effort depending of factors related to the final brand approach. The focus will be on the campaign and growth of the club and the remodel that will bring the club facilities up to date.

**Refinement** – Based on client review, Radiant will refine the approved direction the visual and verbal brand elements, including tagline, messaging and visual brand elements including a new logo. Up to two rounds of refinement to the chosen direction are included in this proposal. The refined branding will be provided in all necessary formats for use by LA Fashion District staff. Options for use of messaging and visual branding in the website will also be shown.

**Brand Message Refinement** – Radiant will develop a message platform for the brand including tagline and supporting message points.

### Deliverables

The Creative Platform will include -

- \* Brand identity
- \* Design assets and recommendations
- Core Personas and targeted messaging for media
- Recommended applications to websites, advertising and marketing materials.
- Creative brand standards and communications guide
- Core messaging assets for use by the District
- A Social media plan
- Recommended video plan



## Our Work Plan

### Recommended Rollout Strategies

**Promotional Strategy Recommendations** – Radiant will provide recommended strategies for rolling out the brand. We will also provide suggestions for promoting the brand through events, advertising and social media.

The rollout of the new brand messaging should occur over an extended period through all channels: web, social media, advertising and media placement (paid and earned, press releases) to provide a strong, coordinated media appearance of the brand with the right messaging and story. This will build increased awareness of the Fashion District as center of creativity and urban experiences.

**Recommended Media Plan Approach** – Radiant will develop a coordinated media plan to include scheduled media placements, press releases and other advertising as needed in various phases of this project.

**Recommended Event Marketing** – Radiant will also develop a recommended approach to event marketing, new event concepts based on the marketing strategy and approach.

**Recommended Social Media Plan** - Radiant will provide recommendations for posting to social media and engaging with your audiences on an ongoing basis.

**Recommended PR** - Radiant will provide recommendations for developing a series of press releases and nurturing media contacts, including use of event announcements and video assets.

**Short Video to Capture the Essence of the District** – Radiant recommends a short video (not included in this proposal at this time) to portray the district's core assets, vibrancy and introduce the overall branding platform. This could be used throughout all the marketing assets of the Fashion District and it will reinforce the brand and its meaning through time.

#### Deliverables

- Media plan and concepts
- Assets for social media: tweets, Facebook, blog
- Press releases: write and release 4 press releases and promotion for two events



# Estimated Fees

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## Discovery and Strategy Recommendations

- Review provided market and demographic data
- Conduct interviews with staff, stakeholders and customer types
- Develop and administer online survey
- Develop branding and campaign recommendations, messaging options
- DELIVERABLE: Present Brand/Campaign Strategy Brief

## Development of Creative Brand Platform

- Develop message platform for communications/advertising
- Develop branded assets for advertising, marketing communications
- DELIVERABLE: Logo and other visual brand assets
- DELIVERABLE: Message platform, main points and supporting points
- DELIVERABLE: Brand Strategy Guide with examples of applications of the branding and messaging

## Recommended Rollout Strategies

- DELIVERABLE: Media and social media recommendations
- DELIVERABLE: Branding rollout plan, media plan, social media plan, event suggestions

## Short Video (recommended but not included)

- DELIVERABLE: interviews, editing, scripting

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## TOTAL FEES FOR ALL ABOVE:

**\$ 51,500 - \$ 55,000\***

Submitted By:



Steven Donaldson, for RadiantBrands

**Terms:** RadiantBrands requests an initial payment of 25% of total approved fees, with timed monthly payments of equal amounts of the remaining balance over the scheduled duration of the project.

**Note:** Fees above do not include sales tax, shipping, printing, expenses related to printing, stock photo costs, original photography, media buys, or other expenses not expressly mentioned. RadiantBrands will provide costs for these items on a per item basis if requested for approved work. If required, travel and related per diem expenses will be billed at cost. All deliveries of finished items will be as electronic files. Delivery in tangible media form may be subject to appropriate sales taxes. Client agrees to pay any applicable sales taxes.

**Changes In Scope:** Fees, expenses, and materials have been estimated based upon the scope of work described above. Changes to the scope of work, assumptions, or schedule may result in adjustments to the estimated costs. RadiantBrands will submit change order for such work for approval before starting additional work, or client may approve work on a time and materials basis with no fixed cost limit.

## Additional Notes and Assumptions

- Fees quoted in this proposal are good for 30 days from the date of the proposal.
- If project requirements change, so may the above budget.
- If client's deliverables (objectives, research documents, content, photos, review fee, approvals or payments) are delayed, Radiant deliverables may be equally delayed.
- Radiant will be provided with a single point of contact.

# About RadiantBrands

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RadiantBrands is a branding, marketing and creative agency with over 25 years of shaping experiences. We develop brands and marketing strategy through research, positioning, and creative campaigns. We're not another design house or ad agency; we're an experience agency that focuses on place. We want to shape experiences and build brand connections for consumers, businesses and communities- to create awareness and motivate people looking for the real value that cultivates loyalty and passion for a brand.

Our goal is to help clients discover their unique value and positioning and to create branding, marketing strategies and campaigns that are relevant to their core audiences. What makes RadiantBrands unique is our background in commercial development, retail and branding, cities and complex urban environments, which give us an understanding of the value of a place or organization.

We focus on understanding key stakeholders, people's perceptions, the landscape and assets and how to position a brand successfully to the market and current and potential audiences.

Working with corporate and product brands from start-ups to Fortune 500 companies, as well as nonprofits, developers and city organizations, Radiant shapes unique customer-focused brands through naming, brand identity, creative campaigns and interactive and web-based initiatives — anywhere customers connect to brand experience.

## Capabilities



**Research and Surveys** – We pull research on competitive markets, advertising and media exposure along with current trends. We build our campaigns on a solid base of understanding the market and what will resonate.



**Interviews** – We always augment our research with individual interviews using a customized survey questionnaire. The goal is to discover specific information, trends and preferences of visitors.



**Strategy development** – We develop effective strategy based discovery information that shapes the brand and marketing communications to build a consistent and unique position in the market.



**Interactive Web and Social media** – We develop websites, interactive media and mobile-based tools along with social media.



**Campaigns/ advertising and creative development** – Radiant has a creative team that develops names, taglines and campaigns, advertising, multimedia and short video. We work online and offline. We believe in creating the whole experience.



**Digital Monitoring and Reporting** – With every online campaign, we monitor social media, PPC results and web traffic and adjust the campaign for better results.



**Short video development and production** – including editing and final cuts of all video on website for use online, on website and in advertising.



# Our Approach

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Radiant has a full range of capabilities from research, brand creation, and marketing strategy to campaigns and launch.

We believe that the brand personality, image, and approach should authentically reflect the values and attributes of communities. The messaging and supporting message points should clearly position them in authentic and valued fashion.

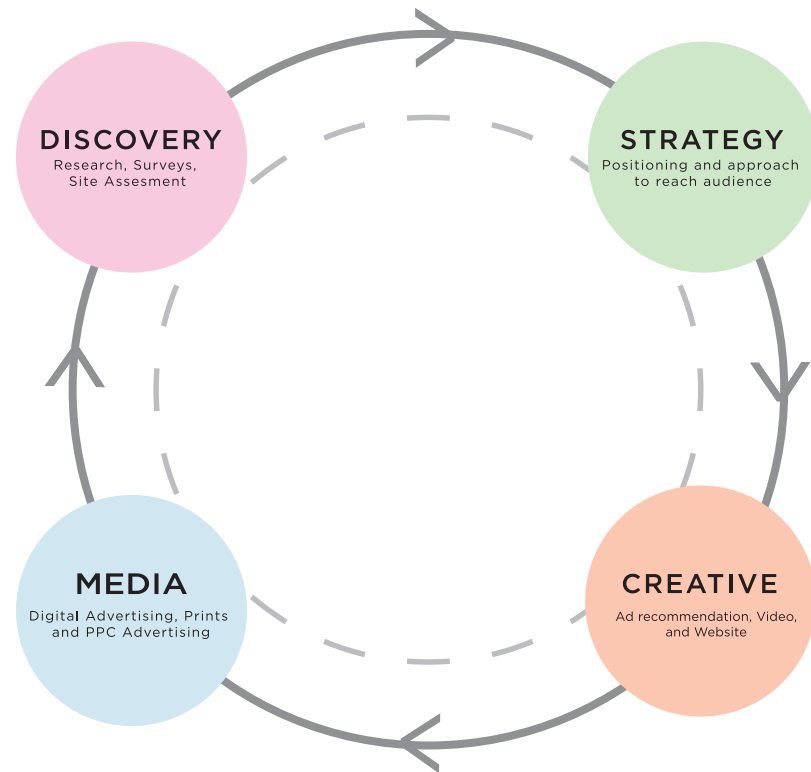
Our integrated approach allows our clients to build viable and effective campaigns.

## Our Full Ranged Capabilities

- Market research and analysis
- Site assessments, meet with stakeholders
- Brand strategy recommendation
- Create the brand: visual and messaging
- Media planning
- Revise marketing and branding materials
- Create brand assets and marketing materials

## Creative and Campaigns

- Support social media presence
- Develop/execute email campaigns
- Advertising: Creative, media planning, execution, placement
- Produce print materials and collateral
- Marketing strategy development and messaging; testing with focus
- Additional market research as needed



## Our Approach

### Metrics and Measurement

**Radiant understands the limitations of the budget and execution of the branding. We will recommend the tools for the Fashion District to implement through their internal team.**

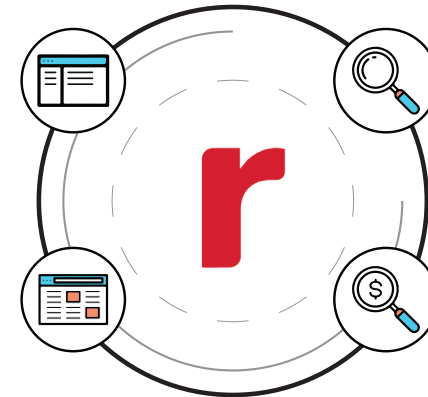
**Recommend tools that will provide ongoing analytics –**

RadiantBrands approaches every projects with metrics in mind. We recommend ongoing measurement of campaigns including digital ads and social media.

**Recommendations for media placement** – Radiant can update social media, email templates and other communications to reflect advertising and media results.

**Deliverables:**

- Recommendations for metrics and measurement



**Discovery & Keyword Research**

This research allow RadiantBrands to recommend the goals and key phrase of your search campaign.



**Paid Search implementation**

RadiantBrands will recommend ads and campaigns that truly speak to your target customers and differentiate you from your competitors.



**Content Network & Display Advertising**

Display advertising will significantly increase the impression share of your campaigns, bringing more exposure to the organization and region.



**Image Advertisements**

RadiantBrands will recommend image advertisements to support the digital advertising.

# Why RadiantBrands?

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## **Track record of retail marketing, healthcare, place branding and campaign launches**

We have successfully launched numerous brands, and have worked on brand strategy, naming and other creative work with retail districts organizations such as Downtown Berkeley Association, IDA, Downtown Oakland, and others. We also bring the unique perspective of place branding and real estate marketing.

## **Understanding of place branding**

Working with and launching brands such as Downtown Berkeley – It Starts Here, and New Californian (housing) means understanding the consumer experience and what brings together the assets of an area to attract visitors or residents in a meaningful, sustainable way. We know the consumer space and understand the role of emotion in branding for that audience.

## **A unique process of research and interviews that builds a collaborative approach**

We focus on one key thing in our process: collaboration with our clients in doing research and other groundwork for developing the brand and creative work when necessary. The use of research, interviews and competitive research helps us build strong, powerful strategies that meet our clients' goals. Our intention is to make sure our clients' brands are distinctive and unique in their markets.

## **Commitment to integrating the brand into the community and location**

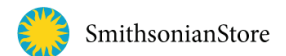
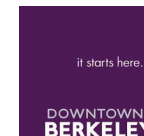
Our approach to building an authentic brand for a location recognizes the unique attributes of a community's culture to create a brand that's authentic and real to a specific demographic. We create branding and marketing guides that communities can use to consistently portray their brand into the future.

## **Branding and creative experience**

We have extensive experience in naming, developing and launching company and product brands for retail, developers and communities. This integrated approach draws upon our understanding of positioning around markets and allows us to develop branding that resonates with core market segments and stakeholders.

## **Expertise in integrated marketing, video, viral and grassroots marketing**

We also have experience in short video in combination with website development and the social media to connect consumers to branded experiences both online and off. This integration gives us a unique ability in reaching key consumers in a verity of ways.





# The Team

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**Steven Donaldson**

*Brand Strategist and Account Manager*

Steven Donaldson is co-founder and President of RadiantBrands. The Bay Area native plans overall strategy and marketing for campaigns and provides input to the creative process.

Donaldson has worked to create brands for a variety of clients, including the Berkeley Downtown Association, UC Berkeley, City of Berkeley, City of Oakland, United Way of the Bay Area, Wareham Properties and other developers and nonprofits. He excels in working with clients to define and then build their brands through integrated, strategic communication programs with the perfect blend of elements, including naming, websites, videos, social media, print collateral, signage and more.

Most recently, Steven led development of a brand platform for the \$1.5 billion Brooklyn Basin project on the Oakland estuary. This 15-year residential, mixed-use development will create a vibrant new neighborhood with 32 acres of new parks and open space near Jack London Square.

Donaldson has spoken on branding and multichannel marketing at various venues, including the Haas School of Business at UC Berkeley, the Commonwealth Club, e-commerce developer conferences and most recently at the International Downtown Association annual conference where he is a board member. He also sits on the United Way Marketing Advisory Council.

## The Team



### **Michael Zinke**

*Branding, Online Media Development  
and Account Manager*

Michael Zinke is a principal and co-founder of RadiantBrands. The Berkeley native leads branding and web development efforts for clients, focusing on discovering and defining the unique aspects of a company or product that can drive successful brand strategy, integrated marketing programs and web presence.

Zinke has played a key role in the development of RadiantBrands' campaign and website development methodology that builds client success through careful analysis, understanding of audience and business goals and the creation of campaigns and sites that resonate with their intended audiences through strategic message platforms, branding, user interfaces and navigation.

Zinke has extensive experience with brand development and integrated campaigns for clients that include Hewlett-Packard, On Lok Lifeways, International Council On Ophthalmology, Felton Institute (formerly Family Service Agency of San Francisco), Brooklyn Basin, United Way of the Bay Area and Berkeley Downtown Association.

He has designed audience surveys and interview questionnaires and performed interviews and group discussions to reach out to key stakeholders of brands. He has also provided site design consultation as a featured provider at the Internet Retailer Web Design Conference in Miami.

## The Team



**Sierra Fong**

*Project and Creative Director*

Sierra focuses on coordinating all activities on projects and managing the creative process. Her background in graphic design, technical writing, brand, and project management means she brings a deep understanding of audience and a keen eye on design to all Radiant projects. Her work includes experience in the semiconductor and solar industries as well as author branding and publishing. She holds an undergraduate degree in Art from San Francisco State University and a Masters of Science in English, Technical Communication, from Utah State University.



**Gayle Gillfillan**

*Strategic Market Research and Branding*

Gayle Gillfillan is a seasoned strategic market research consultant with extensive experience conducting primary, secondary, customer-insights and market intelligence research. Much of the work she has undertaken has been in support of strategic branding projects, often for start-ups and companies involved in product innovation.

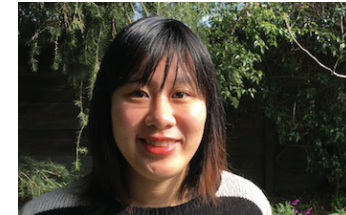
Gillfillan read for her Masters in Management as a Sloan Fellow at London Business School, completed the Executive Education course on Branding at Northwestern University Kellogg School of Management and received a Bachelor of Science Degree (with honors) from California Polytechnic State University, San Luis Obispo.



**Andrea Bennett**

*Content, Media relations*

Andrea has over 20 years of creative and innovative public relations, corporate communications and marketing experience in the B2C space. She creates highly visible and successful campaigns for some of the biggest consumer brands today. With a robust background in lifestyle and fashion PR, Andrea has worked with clients and experts in virtually every discipline and boasts an impressive list of media contacts. Andrea has an Associate Arts degree in fashion merchandising from FIDM of San Francisco and 8+ years in fashion sales & merchandising.



**Hao-Wen Yang**

*Graphic Designer*

Hao-Wen has design experience in both print and digital media including posters, annual reports, icon design, and UX for responsive websites. She has worked on developing advertising campaign for print and online. She earned her master's degree in Graphic Design from Savannah College of Art and Design in Atlanta Georgia.

# Relevant Work



## THE INTERNATIONAL DOWNTOWN ASSOCIATION

The International Downtown Association (IDA) is the largest professional organization for those working in business improvement districts of cities and downtowns in the United States, Canada and internationally in Africa, Europe and Asia. Radiant Brands worked with the staff and board over a one-year period to develop a new brand, including brand positioning, tagline and key attributes of the organization. Radiant interviewed members in BIDs in the US, Canada, Europe and South Africa to understand their concerns and what they need from the IDA in their professional endeavors. The new branding was introduced at their conference in 2016 in Atlanta.

Radiant's work helped bring the IDA to new level of awareness through a more dynamic and colorful brand that was well received by members worldwide.

### Scope of Work

- Research
- Brand Strategy
- Creative
- Brand Guidelines







## CREATING A DOWNTOWN BRAND THAT APPEALS TO EVERYONE

Berkeley is an internationally known destination, a top university city and a diverse community with many assets and many stakeholders. What could unify its image and brand to attract visitors and investment?

RadiantBrands worked closely with the Downtown Berkeley Association, a private business improvement district (PBID), and over 30 stakeholders reflecting the varying perspectives of the University, businesses, property owners, students and residents.

Out of individual interviews, surveys and research Radiant created a new brand built around the common thread of the Downtown and its unique value as a place of cultural and intellectual innovation – It Starts Here.

The result has been a major increase in new Downtown restaurants, new retail, over 1,000 new units of housing under construction and an overall increase in Downtown events and visitors.

### Scope of Work

- Individual interviews
- Online surveys
- Market research
- Messaging and naming
- Brand design and creative
- Brand style guide
- Two year marketing plan
- Website and social media elements
- Multimedia show
- Advertising campaign
- Uniforms and signage



## BROOKLYN BASIN

RadiantBrands recently produced the groundbreaking event for the Brooklyn Basin development, a dynamic mixed-use housing project on the Oakland Waterfront. Radiant developed the branding, marketing, creative and digital media for this project, and coordinated the groundbreaking and media outreach as well.

This 65-acre new community will be one of the largest and most dynamic projects on the San Francisco Bay and will include retail, housing and acres of new park land and marinas.

Radiant shaped the brand strategy for this community, positioning Brooklyn Basin as a new and contemporary

neighborhood that brings the waterfront to life. This theme was integrated into all the branded communications for the project.

To support the brand rollout, Radiant also produced a video featuring interview segments describing the vision for the project and clips showing how this new waterfront community will contribute to Oakland's growing success.

The Brooklyn Basin website includes the video and content that describes the project and the history of the area with realistic renderings that bring the project and this brand to life.



## Relevant Work

### Scope of Work

- Strategy/Marketing
- Interviews
- Brand identity
- Website in English and Mandarin
- Photography
- Video
- Advertising
- Press and media launch
- Groundbreaking event

### Go to Website

<http://www.brooklynbasin.com>

### KPIX News coverage of Brooklyn Basin

<http://cbsloc.al/1mH8GHt>

### See the video of Brooklyn Basin

<https://vimeo.com/88963439>





## OLD OAKLAND

### OLD OAKLAND

Creating a new brand for an historic district

RadiantBrands worked with the City of Oakland and a private developer in creating the new image for this historic district of Oakland. The Old Oakland area encompasses about 40 blocks in the historic area of downtown Oakland, including 4 blocks of 19th century buildings that were renovated and upgraded. They needed a new brand image that reflected the unique look and feel of the district.

Radiant developed a new brand identity to represent the historic nature of the district and its promising future as a retail, office and gourmet area.

### Scope of Work

- Research
- Brand Strategy
- Creative
- Brand Guidelines

# References

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